



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

<u>Contract / Revision</u> 808791 /		<u>Alt Order #</u> 06277366
<u>Product</u> DALTON FOR GOVERNOR		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 2211
<u>Advertiser</u> Dalton for Governor		<u>Original Date / Revision</u> 08/14/12 / 08/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> Telerep-Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Buying Time Media
2715 M Street, NW
4th Floor
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/23/12	10/26/12	The Early Show	7-9a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				3	\$375.00			
N 2	WBTV	10/29/12	10/29/12	The Early Show	7-9a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$375.00			
N 3	WBTV	10/23/12	10/26/12	WBTV News 5a	5-530a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				3	\$375.00			
N 4	WBTV	10/29/12	10/29/12	WBTV News 5a	5-530a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$375.00			
N 5	WBTV	10/23/12	10/26/12	WBTV News 530a	530-6a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				3	\$500.00			
N 6	WBTV	10/29/12	10/29/12	WBTV News 530a	530-6a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$500.00			
N 7	WBTV	10/23/12	10/26/12	WBTV News 6a	6-7a		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				2	\$575.00			
N 8	WBTV	10/29/12	10/29/12	WBTV News 6a	6-7a		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$575.00			
N 9	WBTV	10/23/12	10/26/12	Rachael Ray	10a-11a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				2	\$150.00			
N 10	WBTV	10/29/12	10/29/12	Rachael Ray	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$150.00			
N 11	WBTV	10/23/12	10/26/12	WBTV News At Noon	12-12:30p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

<u>Contract / Revision</u> 808791 /		<u>Alt Order #</u> 06277366
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> DALTON FOR GOVERN	<u>Estimate #</u> 2211
<u>Advertiser</u> Dalton for Governor		<u>Original Date / Revision</u> 08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$375.00			
N 12	WBTV	10/29/12	10/29/12	WBTV News At Noon	12-12:30p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$375.00			
N 13	WBTV	10/23/12	10/26/12	CBS Daytime	12:30-3p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$450.00			
N 14	WBTV	10/29/12	10/29/12	CBS Daytime	12:30-3p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$450.00			
N 15	WBTV	10/23/12	10/26/12	Price Is Right	11a-12p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$600.00			
N 16	WBTV	10/29/12	10/29/12	Price Is Right	11a-12p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$600.00			
N 17	WBTV	10/23/12	10/26/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$525.00			
N 18	WBTV	10/29/12	10/29/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$525.00			
N 19	WBTV	10/23/12	10/26/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$650.00			
N 20	WBTV	10/29/12	10/29/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$650.00			
N 21	WBTV	10/23/12	10/26/12	WBTV News at 530p	M-F 530p-6p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$700.00			
N 22	WBTV	10/29/12	10/29/12	WBTV News at 530p	M-F 530p-6p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$700.00			
N 23	WBTV	10/23/12	10/26/12	WBTV News at 5p	5p-5:30p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$700.00			
N 24	WBTV	10/29/12	10/29/12	WBTV News at 5p	5p-5:30p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$700.00			
N 25	WBTV	10/23/12	10/26/12	WBTV News at 6p	M-F 6p-630p		:30			NM	3	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$1,900.00			
N 26	WBTV	10/29/12	10/29/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,900.00			
N 27	WBTV	10/23/12	10/26/12	WBTV News Primetime	M-F 7p-730p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$700.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

<u>Contract / Revision</u> 808791 /		<u>Alt Order #</u> 06277366
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> DALTON FOR GOVERN	<u>Estimate #</u> 2211
<u>Advertiser</u> Dalton for Governor		<u>Original Date / Revision</u> 08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	WBTV	10/29/12	10/29/12	WBTV News Primetime	M-F 7p-730p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$700.00			
N 29	WBTV	10/23/12	10/26/12	WBTV News @ 11p	11p-1135p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$1,100.00			
N 30	WBTV	10/29/12	10/29/12	WBTV News @ 11p	11p-1135p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,100.00			
N 31	WBTV	10/23/12	10/25/12	David Letterman	1135-1237a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWT---				2	\$350.00			
N 32	WBTV	10/29/12	10/29/12	David Letterman	1135-1237a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$350.00			
N 33	WBTV	10/27/12	10/27/12	WBTV Sat 7a News	7-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$400.00			
N 34	WBTV	10/27/12	10/27/12	WBTV Sat 5a News	5-6a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$200.00			
N 35	WBTV	10/28/12	10/28/12	WBTV Sun AM News	6-7a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$275.00			
N 36	WBTV	10/28/12	10/28/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$550.00			
N 37	WBTV	10/27/12	10/27/12	CBS Saturday Early Show	8-10a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$400.00			
N 38	WBTV	10/28/12	10/28/12	WBTV Sun Am News	5-6a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2				2	\$200.00			
N 39	WBTV	10/27/12	10/27/12	WBTV Sat 6a News	6-7a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$325.00			
Totals											66	\$39,425.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	50	\$29,400.00	\$24,990.00
10/29/12 - 10/29/12	16	\$10,025.00	\$8,521.25
Totals	66	\$39,425.00	\$33,511.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.